

U.S. PTO Customer No. 25280

Case No. 5127

Claims 1-14 (Cancelled)

15. (Currently Amended): An interactive computer based system for review of product designs, patterns and/or colors comprising a computer controlled internet-based interactive communications web site for electronically communicating to a multiplicity of pre-qualified subscribers one or more product designs in conjunction with a ballot style rating scale including a plurality of selectable response menu items indicating varying levels of likelihood of use of said one or more product designs wherein only a single menu item may be selected for each design such that a single rating selection may be made by each of said subscribers and transmitted back to the Web site for each of said one or more product designs whereby the likelihood of use of said one or more product designs may be estimated, the system further comprising means for said subscribers to enter individualized comments concerning said one or more product designs and an interactive electronic shopping cart accessible by said subscribers for ordering physical samples and/or products incorporating said one or more product designs wherein the interactive shopping cart is accessible by a link from a web document displaying both a product design and said selectable response menu items as initially communicated to subscribers, such that the shopping cart is accessible directly from said web document independent of selecting any given response menu item wherein said subscribers are selected from the group consisting of professionals within the architectural and design communities, wherein said professionals review potential surface covering, wall covering or floor covering designs, patterns or colors before such designs are released for purchase, wherein said system permits said professionals to immediately

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communicate back to a manufacturer of floor covering material an indication as to the likely commercial potential for such designs prior to such designs being marketed on a broad basis, said professionals may also acquire samples and order products incorporating the various designs for review, and the information retrieved from said professionals may thereafter be utilized by the manufacturer to promote those designs which are identified by said professionals as being most desirable, and wherein said subscribers may review designs for such products and provide early feedback to a manufacturer of such products as to the desirability of such designs so as to permit the manufacturer to thereafter concentrate subsequent marketing efforts on those designs of greatest interest to the commercial purchasing community and focused marketing efforts thereafter are directed to those designs indicated as being most likely to experience broad based acceptance.

16. (Original): The system as recited in claim 15, wherein said system includes a computer based program for tabulating and storing responses from said subscribers.

17. (Cancelled):

18. (Original): The system as recited in claim 15, including an alert system for alerting said subscribers when new product designs are available for review.

19. (Original): The system as recited in claim 18, wherein said alert system comprises an e-mail delivery system.

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20. (Original): The system as recited in claim 15, wherein said one or more product designs are electronically communicated as printable web documents to computers operated by said subscribers.

21. (Original): The system as recited in claim 20, wherein said printable web documents include embedded print commands activatable by said subscribers.

22. (Currently Amended): A method of evaluating the potential market acceptance of one or more floor covering designs with the assistance of pre-qualified associates, the method comprising:

electronically communicating to a multiplicity of pre-qualified associates an interactive web document displaying one or more floor covering designs in combination with a standardized rating scale comprising a plurality of selectable responses indicating varying levels of likelihood of use of said one or more floor covering designs and wherein said web document further includes a link from the web document as initially communicated to associates to an interactive electronic shopping cart accessible by said associates for ordering physical samples and/or products incorporating designs as displayed on the web document, such that the shopping cart is accessible directly from said page independent of selecting any given response menu item ;

electronically receiving from at least a portion of said associates their selected responses indicating the likelihood of use of said one or more floor covering designs and/or any orders placed; and
tabulating and archiving the selected responses received from said associates wherein said associates are selected from the group consisting of professionals within the

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architectural and design communities, wherein said professionals review potential surface covering, wall covering or floor covering designs, patterns or colors before such designs are released for purchase, wherein said system permits said professionals to immediately communicate back to a manufacturer of floor covering material an indication as to the likely commercial potential for such designs prior to such designs being marketed on a broad basis, said professionals may also acquire samples and order products incorporating the various designs for review, and the information retrieved from said professionals may thereafter be utilized by the manufacturer to promote those designs which are identified by said professionals as being most desirable, and wherein said associates may review designs for such products and provide early feedback to a manufacturer of such products as to the desirability of such designs so as to permit the manufacturer to thereafter concentrate subsequent marketing efforts on those designs of greatest interest to the commercial purchasing community and focused marketing efforts thereafter are directed to those designs indicated as being most likely to experience broad based acceptance.

23. (Cancelled):

24. (Original): The method as recited in claim 22, wherein the electronically communicating and electronically receiving steps are carried out over the internet.

25. (Original): The method as recited in claim 24, wherein said one or more floor covering designs are electronically communicated to computers operated by said associates in the form of printable web documents.

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26. (Previously Presented): The system as recited in claim 25, wherein said printable web documents include embedded print commands activatable by said associates.

27. (Currently Amended): A method of evaluating the potential market acceptance of one or more floor covering designs with the assistance of pre-qualified associates, the method comprising:

providing an interactive web site for the communication and receipt of data via the internet;

electronically communicating to a multiplicity of pre-qualified associates web documents illustrating one or more floor covering designs in combination with a standardized rating scale comprising a plurality of selectable responses indicating varying levels of likelihood of use of said one or more floor covering designs and wherein at least a portion of said web documents further include links from the web documents as initially communicated to associates to an interactive electronic shopping cart accessible by said associates for ordering physical samples and/or products incorporating designs as displayed on the web documents, such that the shopping cart is accessible directly from said web documents independent of selecting any given response menu item;

electronically receiving from at least a portion of said associates responses indicating the likelihood of use of said one or more floor covering designs and/or orders placed; and

tabulating and archiving the selected responses received from said associates, wherein

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the electronically communicating and electronically receiving steps are conducted through said interactive web site, wherein said associates are selected from the group consisting of professionals within the architectural and design communities, wherein said professionals review potential surface covering, wall covering or floor covering designs, patterns or colors before such designs are released for purchase, wherein said system permits said professionals to immediately communicate back to a manufacturer of floor covering material an indication as to the likely commercial potential for such designs prior to such designs being marketed on a broad basis, said professionals may also acquire samples and order products incorporating the various designs for review, and the information retrieved from said professionals may thereafter be utilized by the manufacturer to promote those designs which are identified by said professionals as being most desirable, and wherein said associates may review designs for such products and provide early feedback to a manufacturer of such products as to the desirability of such designs so as to permit the manufacturer to thereafter concentrate subsequent marketing efforts on those designs of greatest interest to the commercial purchasing community and focused marketing efforts thereafter are directed to those designs indicated as being most likely to experience broad based acceptance.

28-33 (Cancelled)